

SALEM GREEN ZONES

51851 5124

"If Sprite wanted legitimacy with this group, it would have to connect with various parts of their lifestyle." Daryl Cobbin, Coca-Cola Co. - Sprite

"The success and expansion of the SALEM New York test market hinges entirely on the Green Zones...it is our Number 1 priority." Doug Shouse, VP Marketing - SALEM

OBJECTIVE: Grow SALEM share-of-market by 2 share points by March 31, 1998.

STRATEGY: Gain 100% SALEM awareness by Newport and Kool smokers via Contact Marketing in strategic areas through free offers, local events and information.

- TACTICS:**
1. Green Teams primary accountability is Contact Marketing (key interaction with Newport and Kool smokers) in stores that sell cigarettes by offering B1G1F, event invitations and product information.
 2. Green Team members should strive to create events within or near Green Zones involving smokers within that area.
 3. Maximize/build competitive database names to generate street buzz in your area.
 4. Establish "cause related" marketing within zones.

*"When you can take your brand and get consumers to market it better than you, that's when you have succeeded."
- Daryl Cobbin*